State Library Periodical Dept

Buy DEFENSE BONDS STAMPS

The Placerville Republican

Buy DEFENSE BONDS STAMPS

ESTABLISHED IN 1890

PLACERVILLE, EL DORADO COUNTY, CALIFORNIA TUESDAY, MARCH 17, 1942 NUMBER 27

HOMEMAKERS MEET ON WEDNESDAY

BEHIND *The scenes in* BUSINESS

BY JOHN CRADDOCK

WARS COST MONEY — Probably nothing has done so much to engrave that fact on the consciousness of everyone as the staggering magnitude of the Treasury Department's proposal for the First Revenue Act of World War II. Almost surely you've checked the table to see what your income tax would be —and you know the general outline: roughly doubled income taxes; higher levies on corporations; plugging of loopholes such as tax-exempt securities; higher excise taxes on gasoline, liquor, tobacco, candy and other things; stiffer estate and gift taxes, all rolling up into an expected $7,600,000,000 additional revenue. And you noticed that the new income tax will be of the "deduct from pay check" variety.—But here's a whip-cracker to it all. Even the $25 billion that all federal taxes would yield on the proposed new basis would pay for only about one-third the war's cost! No chance for "pay-as-you-go." — The proposals aren't the law yet, and there may be many changes, but there will be an Act, and it will come pretty close to making all the indicated demands.

TREND TOPICS — Auto dealers are branching out in diverse directions, opening skating rinks, bowling alleys, groceries. One phase of General Motors' program for minimizing mortality in its selling setup is an offer to buy back new cars from dealers, and it's understood other auto companies have similar plans in mind. — American Chicle expects its chewing gum sales volume in 1942 to fall 10 to 15 per cent on account of the sugar restrictions. — But Corn Products Refining Company is looking for a 10 per cent gain over 1941, though that year set an all-time high for it. Corn for sweetening is having a hey-day, as it did in World War I (as syrup for pancakes and for industrial uses, ice cream sweetening, for example. — Petroleum Industry War Council has now extended its proposal for night closings of filling stations to the whole country, not just eastern seaboard.

OLD-TIMERS RALLY — Back to factories now buzzing with arms work are flocking scores of veteran shop workers, retired foremen and grizzled inspectors, eager to lend their "know-how" and ingenuity to boost Axis-beating arms production —and showing notable results. An instance of the value of their talents is related by a shop superintendent of Pullman-Standard Car Manufacturing, himself a third-generation member of the company family: "The other day when a bad bottleneck threatened because we culdn't lay hands on a certain type of lathe, one of these returned old-timers tinkered together the exact machine we needed, using a collection of old machine sections and parts." While hundreds of oldsters are rallying to the war's call to "reenlist" in the production army, scores of younger Pullman-Standard foremen and technical experts are working overtime as teachers in nearby vocational schools. More than 1,500 — including boys and women — are enrolled in these special classes, and as a result the company is able to expand its payrolls weekly.

GOOD-BYE FRILLS — Clothes and cosmetics are socked by scarcities growing out of the war. WPB's decree says, after March 30, no more two-pants suits, no cuffs on trousers, no more vests to double-breasted suits, no patch pockets, no full-dress coats, no cutaways, shorter overcoats minus fancy backs. — Industrial alcohol rations will affect almost all lines of perfumes, lotions, deodorants, hair and scalp preparations, it being an absolutely essential ingredient. Lack of glycerine, the stuff that makes lather moist and heavy, may affect shaving creams, too—so will stoppage of imports of natural menthol. Besides, all these lines of personal glamorizing products will be severely de-frilled as to their packages, traditionally important as a selling point.

SAVE FOR SHIPS — The cost of marketing the fresh fruits and vegetables we're eating for better health was linked to the production of ships and places for war-winning by a speaker who told the National Farm School at Doylestown, Pa., that enough money to pay for three 25,000-ton battleships and 680 heavy bombers can be saved every year by cutting out extra costs in marketing produce. Earl R. French, national marketing director of A & P's produce-buying affiliate, told

(Continued on Page Two)

8 NOMINATED FOR COUNCIL

Election To Fill Three Vacancies April 14th; Incumbents Candidates

There are eight candidates for election to the city council in the municipal election of April 14th. Three of these are incumbent members of the board whose terms expire this year.

Those whose nominating petitions were on file as the time for filing nominations closed Saturday at noon are:

Joseph C. Beach, incumbent; Jules Besse, Leo C. Burger; A. H. Greeley, incumbent; Charles Molinari, incumbent; James H. (Bert) Sweeney, Henry Toedt and George Yaeger.

The election will name three members to the council, each to serve a term of four years.

In addition, the election will present to the voters an opportunity to express their preference on the matter of whether the area "Sunset Addition" will be annexed to the city. An annexation election within the district, held December 9, 1940, carried, and rather than call a special election on the matter for the city the trustees deferred presenting the question to the voters until this election, which is the first city election since that time.

All county voting precincts within the city have been consolidated into one for the purposes of this election and the city hall will be the polling place.

According to City Clerk Harold Duden, applications for absentee ballots may be received on or after March 25, but not later than April 9th.

Bank Employees Meet In City

Approximately 70 Members Of Sacramento AIB Branch Chapters Attend Dinner

Approximately seventy members of branch chapters of the Sacramento Chapter of the American Institute of Banking held their second annual dinner in Placerville Thursday night at Hotel Raffles.

The guest speaker of the evening was M. A. Blackburn, assistant vice-president in the personnel and operations department of the Bank of America, at San Francisco.

Representatives of chapters in Nevada City, Grass Valley, Auburn, Roseville, Folsom and Woodland were in attendance in addition to members of the Sacramento Chapter, parent organiatiozn for the branch groups.

The dinner was arranged under the chairmanship of J. Kemper Jackson, of Placerville, chairman of the Placerville branch chapter.

DIVISIONAL DE MOLAY MEET HELD ON SUNDAY AT OROVILLE

Among the members of El Dorado Chapter, Order of De Molay, who attended the quarterly meeting of the Sacramento Valley Division, Order of De Molay, at Oroville on Sunday, were Robert Woodward, William Rupley, Robert Veerkamp, Gerald Davis, William Liddicoet, Jack Woodward, James Forstner and Harold Duden.

Robert Woodward was elected Divisional Master Councilor; Jack Crittenden, of Sacramento, Senior Councilor; and John Voss, of Amador County chapter, Junior Councilor.

The past master councilor, William Hamon, of Sacramento, was appointed to be scribe-treasurer.

Borax Demonstration Tuesday Morning

Under the auspices of the county U. S. D. A. Defense Board, and with the co-operation of the State Department of Agriculture, a demonstration of the control of Klamath Weed by borax will take place Tuesday morning at ten o'clock at the Roy Marks ranch at Missouri Flat.

Walter Ball, of the state department of agriculture, will be assisted by County Horticultural Agent John Winkelman. All who are interested are welcome to attend the demonstration.

Notices of employment opportunities under state civil service will be posted regularly henceforth at the chamber of commerce offices.

Mrs. Gertrude Ruud, the former Gertrude Williams, of this city, is reported as being confined to her home at Yuba City following a multiple fracture of one leg near the ankle in a fall while skiing near the Donner Summit



ELECTED Master Councilor of the Sacramento Valley Division, Order of De Molay, at a meeting Sunday at Oroville, was Robert Woodward, of Placerville. Young Mr. Woodward received word on Thursday of last week of his election to be a Chevalier of the Grand Council Order of De Molay. He is the second member of El Dorado Chapter of the order to reecive that distinction.

FAIR LEADERS WILL CONFER

Marysville Meeting On Saturday May Have Major Bearing On County Plans

A meeting of the northern section of the Western Fairs Association will be held Saturday at Marysville and is expected to supply some of the answers to some of the questions which arise in a consideration of whether El Dorado County will have a fair this year.

Chairman Cyril Heusner, of the Board of Supervisors, George E. Faugsted and John A. Winkelman have announced they will attend the meeting and it is thought possible that some additional members of the Board of Supervisors may be present.

One of the major questions likely to be taken up at the meeting is the matter of whether the premium funds for county and district fairs now held by the state Department of Finance may be "frozen" so that they will be held intact until the end of the war period.

Under the present law, with sixty-five per cent of the expected premium fund available, El Dorado County or any other country or district fair is faced with the situation of presenting a fair or losing the premium money.

And since horse racing has been discontinued for reasons of military necessity, which explains why the premium fund is only sixty-five per cent of the expected amount, there is no prospect that additional premium funds will be available until such time as horse racing is resumed.

It is pointed out that if the premium funds now on hand can be "frozen"—and all goes well—the money then will remain available at the end of the war period for a resumption of the fairs.

The Marysville meeting probability will bring from a majority of the county and district fairs in the northern part of the state a statement of their plans to show or not to show, which also are related to the premium fund "freezing."

BROTHER OF PLACERVILLE MAN SUCCUMBS TO HEART ATTACK

Funeral services for George Armes, brother of Louis Armes of Placerville, were to be held Tuesday morning at Auburn under auspices of the American Legion.

Mr. Armes, who was 48 years of age and a veteran of World War I, had been operating a tavern on the highway between Auburn and Newcastle for several years. He died suddenly Friday afternoon of a heart attack which came upon him as he was helping with work on the premises.

In addition to his brother in Placerville, he is survived by two other brothers, Arthur, of Newcastle, and Fred, of Gridley, and by two sisters, Mrs. Margaret Wilson, of Santa Maria, and Mrs. Julia Duncan, of Hollywood.

Pearl Visman To Graduate At Chico State College

Among the eighty-nine students of Chico State College who are on the registrar's list for graduation this Spring is Pearl Visman, of Placerville

COUNTY WOOL POOL SALE

Seven Buyers Expected To Be Represented Friday At Missouri Flat Hall

A meeting of all wool growers in the county who are participating in the annual wool pool has been called for Friday morning, March 20th, at the Missouri Flat Community hall at ten o'clock.

With a prospect of between 4,500 and 5,000 fleeces in the pool this year, the Sheep Department of the County Farm Bureau, which has had charge of forming the pool, reports that seven different wool buyers have been invited to submit bids.

"All who expect to participate in the pool this year should plan to attend the meeting on Friday, Roy Marks, sheep department chairman, said. "This applies to all wool or mohair growers."

According to Farm Advisor Ivan Lilley, who has been assisting the Farm Bureau sheep department in the plans for the wool pool, it has been arranged that the woll will be delivered on Friday, May 29th, at the Placerville Fruit Growers' Association packing shed, where the fleeces will be weighed and checks paid.

This is the second year of the county wool pool, which was found to be entirely satisfactory to county wool growers who participated in the pool the first year.

Teachers Meet On Thursday

Sessions To Be Held At Grammar School Building At 7:30 O'Clock

A meeting of the County Teachers' Association will be held at the Placerville Grammar School Building on Thursday evening, March 19th, at 7:30 o'clock.

T. R. Schneider, president of the association, will be in charge and, in addition to the busienss of the association, subjects for special discussion will include the course of study, the annual county tests and other school problems which may be presented by County Superintendent K. W. McCoy.

The meeting probably will be the last for Superintendent McCoy with the association as a group prior to his now scheduled departure the latter part of the month to enter Navy service.

ENTHUSIASTIC MEETING IN NATIONAL DEFENSE HELD AT COOL FRIDAY

Residents of Cool and vicinity met Friday evening at the community hall there in what proved to be an enthusiastic meeting in support of National Defense.

Among speakers were Henry S. Lyon, chairman of the County Council of Defense, Forest Supervisor Edwin F. Smith, a member of the Defense Council; and E. Ogden Hook, chairman of Defense Bond and Stamp Sales.

The three were accompanied to the North Side by Charles Molinari, honorary chairman of Defense Bond Sales, and Ellsworth Williard.

"Defense Begins At Home" Theme For 3-Day Meeting Of Homemakers

"Defense Begins At Home" is the all-inclusive theme for the tenth annual El Dorado County Homecraft Institute, opening Wednesday at the Shakespeare Clubhouse.

First meeting of the institute will be at 1:30 o'clock Wednesday afternoon, at the clubhouse and the subject for the day, "Home Line Economy."

Second meeting of the institute will be on Thursday afternoon, at the clubhouse at 1:30 o'clock, and the topic for the day, "Home Line Morale."

Each of the afternoon meetings will recess at 4:30 o'clock so that the institute schedule will not interfere with the homemaker's plans for the evening meal.

The concluding meeting of the Homecraft Institute will be on Friday evening at 7:30 o'clock, at the clubhouse, and the theme, "Home Line Entertaining." The Cash Mercantile Store will present a Spring Fashion Preview and the awards of the institute then will be presented.

All homemakers of the county are invited to be present at any or all of the meetings of the Homecraft Institute.

SPRING FASHION PREVIEW WILL CLOSE HOMECRAFT INSTITUTE

Six Young Women Of County Will Model Suits, Sweaters Coast. Afternoon And Evening Dresses, Slack Suits And Formal Attire

A preview of Spring fashions for mothers and daughters will be one of the features of the closing meeting of the Homecraft Institute on Friday evening at the Shakespeare Clubhouse.

The preview has been arranged with the cooperation of Manager H. V. Jespersen of the Cash Mercantile Store, who will have complete direction of this phase of the evening program.

Wednesday and Thursday meetings of the Homecraft Institute will be held during the afternoon and the concluding conference will be Friday in the evening, there being no program for the afternoon.

"The preview of Spring fashions will present womens' wear from our regular stock," Mr. Jesperson said. "The intention in presenting the preview is to make it just that, a showing of the fashions for Spring. These are all ready on hand.

"We will show suits, sweaters and coats, dresses for afternoon and evening wear, slack suits and formals, all of which have been designed and manufactured for the 1942 Spring season.

"Six young women of the county have consented to assist in the presentation by modeling the various pieces of apparel. They are Maxine Clark, Adele Jespersen, Althea Maxwell, Mildred Strickland, Marilyn Payne and Helen Petersen.

"We feel that the homemakers of the county will be interested in seeing what the women of the country will be wearing this Spring rather than in seeing some novelty attire, especially imported for the Fashion Preview. For this reason we are not planning to show any apparel that we do not have in our regular stock at our store, thus making the Friday evening presentation a real preview of fashions for Spring."

UNIFORMED BODIES OF ODD FELLOWS PLAN FOR PARADE

Plans of uniformed bodies of the Independent Order of Odd Fellows in Sacramento and Auburn, for a street parade in connection with their visit to Placerville on March 25th, are revealed in a letter received at city hall.

The members of the two groups reveal plans to arrive in Placerville about eight o'clock that evening, and march through the business section to a meeting at Morning Star temple.

FRIDAY, MARCH 13TH, FAILS TO DAUNT COUPLE IN WEDDING PLANS

The mere circumstance that the day was Friday, March 13th, failed to influence the plans of Cyrus Omer De Witt, 48, and Bessie Lee Puckett, 48, to be married.

Obtaining their license from the office of the county clerk on that day, they were married the same day before the Rev. Lassegues, of the Full Gospel Church .

GREGORY ASKS PROBATION IN PLEADING GUILTY TO CHECK CHARGE

Time for receiving the report of the probation officer and for passing sentence in the case of Oscar Gregory, who pleaded guilty to a charge of issuing a worthless check, has been set for March 20th at ten o'clock in the morning in Superior Court.

Gregory entered the plea and made application for probation in a court appearance on Friday at which Attorney J. D. Elliot was appointed by the court to advise him.

Ambulance, Doctor; Nurse Called To Lake Valley

Placerville Sanatorium was preparing at noon for the reception of an ambulance patient from Lake Valley, expected about three o'clock.

An ambulance, a nurse and a physician were called to Lake Valley Monday forenoon.

Inquiry of several sources failed to reveal any report of an accident and we are left to presume that the professional help and the equipment called for are to minister to some person ill.

You are cordially invited

to attend

Homecraft Institute

THIS WEEK!

Wednesday and Thursday, 1:30 p. m. — Friday, 7:30 p. m.

THEME: Defense Begins At Home

Featuring: Home Line Economy, All-In-One meals, Home Defense Vitamins, Home Decoration, Home Laundry, Hints on Entertaining, and other work saving ideas.

Conducted by: Pauline Edwards, Homecraft Editor Pacific Rural Press

An entertaining, profitable three day program that helps to show how mothers and homemakers of California can assist in National Defense in their own homes!

JELLY CONTEST INTEREST KEEN

Pauline Edwards Finds New Zest In Homecraft Pursuits Results From War Activity

With the arrival of Pauline K. Edwards, home economist in charge, on Monday, preparations for the Tenth El Dorado County Homecraft Institue, opening Wednesday at the Shakespeare Clubhouse, moved speedily toward conclusion.

The Homecraft Institute, brought to the homemakers of the county by this newspaper and Pacific Rural Press, continues through Thursday afternoon and concludes with an evening meeting on Friday.

One of the novel features of the three-day homemaking conference will be an exhibition of jams, jellies and marmalades made by the homemakers of the county. Any county resident is welcome to enter the contest, which is limited to jams, jellies and marmalades made with the use of California beet sugar. All entries should be plainly marked with the name and address so that due credit may be given winners at the Friday evening meeting of the Institute.

Advance interest among homemakers of the county in this phase of the conference appears to promise an unusually large number of entries.

"It's good to be in Placerville again," was Miss Edwards greeting," "and I am glad to learn that the plans for the institute are so well advanced.

"Yes, it is unfortunate that we will not have a Home Appliance Exhibit this year, but that is a part of our support of the war effort.

"The war gives us our general subject for the institute this year," she continued "It is 'Defense Begins at Home,' and it does, too.

"We can't say that our homemaking is more important now than it was in other years. Perhaps it would be better to say that this year we feel the importance of our homemaking more and begin to realize that in the way that a chain is no stronger than its weakest

(Continued on Page Three)

Dorothy Speers Wed Feb. 23

Placerville Girl Bride Of Merchandising Expert; Will Reside At Glendale

Mr. and Mrs. S. M. Speers, of this city, are announcing the marriage of their daughter, Miss Dorothy Speers, and Irving Tarbox, of Boston, at Reno, Nevada on February 23. The couple are making their home at Glendale.

The marriage was "slipped over" Mr. and Mrs. Speers, during the Washington's birthday weekend. Mr. and Mrs. Speers had been at Glendale for a short visit and their daughter and her fiance brought them to Placerville.

Making some reference to the need for hurrying back to Glendale so as to be at work on February 24th, the couple left Placerville and started out for Glendale—by way of Reno.

Miss Speers is a graduate of the county high school and left Fresno State College to accept employment near Los Angeles.

Her husband is a grocery merchandising expert and consultant whose abilities and talents are directed in the field of rehabilitating independently owned stores whose proprietors require such assistance in keeping pace with modern trends in merchandising.

We join other friends of the couple in every good wish.

NORTH SIDE YOUNG PEOPLE ARE MADE WARDS OF JUVENILE COURT

When the matter of the recent damage done a high school bus at Georgetown came before the juvenile court on Saturday morning, there were eight cited for delinquency.

Of this group, it was found that one was over the age of 18 years and married. He was discharged in the juvenile court and was cited in the Justice Court at Georgetown under section 405 of the state Vehicle Code. He is Verne L. Rhoads.

Of the seven remaining, six were found to be high school pupils. Judge George H. Thompson made all seven of the young people wards of the Juvenile Court and continued the matter until April 11th for further action.

The court accompanied its action with a serious discussion of the responsibilities of young people.

THE PLACERVILLE REPUBLICAN
C. E. BARKER, Lessee-Publisher VERNON E. ALLEN, Editor
Published Every Tuesday at Placerville, California

Entered as second-class matter at the Post Office, at Placerville, Calif., under Act of Congress, March 3, 1879

Subscription price, one year $1.00, in advance.
Clubbing Offer—Placerville Republican and The Mountain Democrat, (published Thursday) $2.50 per year, in advance.
All subscriptions are continued until orders are received direct at this office to stop delivery. Arrearages must be paid in every case.

Salvage for Victory

A statewide organization of the Salvage for Victory campaign got under way last week with the announcement of the appointment of committee men and women drawn from many units of our civic life.

The committee also includes representatives of the consumers of steel scrap, waste paper, rubber scrap and of the steel, cast iron and other industries.

The first thing the committee will do will be to hold a meeting "in the near future in San Francisco" at which "a definite program for the efficient handling of scrap and the ways and means of directing its flow for conversion into war materials will be perfected."

Perhaps we are beginning to "get someplace," so that the People of El Dorado County who have been anxious to help in this Salvage for Victory program will have some outlet for the waste and scrap materials they have collected.

Judge Edward P. Murphy, of San Francisco, the state chairman on the Salvage for Victory campaign suggests that pending detailed instructions "householders should keep the flow of the most essential scrap moving in a steady stream to those outlets which route the materials for war conversion."

There are some El Dorado County householders who would be only too glad to move the salvaged materials they have on hand if someone would only tell them where to move it.

It is to be hoped that the organization of the statewide committee will be speedily perfected and some program developed in the very near future to tell us what scrap is wanted and to whom it should be turned over.

How's This For A Back Pack?

The average Western man has had some experience with carrying a pack in the mountains. And so the following announcement through the office of the Ninth Corps Area Quartermaster, to the effect that a new type pack-board, weighing only 5½ pounds, enables Army mountain soldiers to carry as much as a 125-pound load, is interesting.

The average man who has done some back packing back in the hills, will appreciate the principal feature of the new pack-board developed by the Quartermaster Corps: Placing the center of gravity well above the shoulders, permits the weight to be placed high, and makes for an easy balance in carrying heavy loads, particularly on inclines.

The will keeps our feet on an ascending trail. Knowledge meanwhile accumulates facts. Understanding correlates them. Wisdom simplifies them. Truth is told at last in monosyllables. — *Selected.*

These are days when dollars spent must go a long ways And the first dollars so spent should be for needed items and items that will give greatest service in the years ahead. Consider one thing close to home—YOUR water heater. Will it see you through the duration of the war?

You know hot water serves you many, many times a day. It is indispensable home aid. If your home does not have an adequate means of heating water for daily use, we suggest you do something about it right now.

Examine the efficient electric water heater today. There is still a supply of these economical water heating devices still available. Prices are reasonable. You can have 18 months purchase terms. And when you use an electric water heater in conjunction with an electric range you use electricity at the lowest rate block.

Look over the quality built, long-life electric water heaters today. Select the size your home needs. Be prepared for the years ahead. You will be money ahead too.

BUY DEFENSE BONDS AND STAMPS

SEE YOUR DEALER OR

P·G·and·E·
PACIFIC GAS AND ELECTRIC COMPANY

121W-342

CLASSIFIED ADS

FOR RENT

FURNISHED Apartment. Inquire Wudell's Store. M1-tfc

FURN 2 rm cabin; bath, sc. porch, garage. Phone 66W. J13-tfc.

5-RM. HOUSE, partly fur. 108 Sac'to St.) Inquire L. J. Anderson for particulars. 3-16-4t*

ROOM, heated, priv. entrance; priv. bath. 116 Bedford Ave. Ph. 475. J6tfc.

PARTLY FURN. desirable 3-R. apt., garage. Convenient walking dstance to busness dstrct. PHONE 383.

5 & 6 rm. houses, furn. or unfurn. Nr. hi school V. Cox, phone 41F-2. M3-4t-R&D-c

FURNISHED Housekeeping Room. 186 Myrtle Ave. M9-7t-c

WANTED TO RENT

LARGE HOUSE PARTLY furnished with or without few acres of ground. Write 1812 North San Joaquin, Stockton. M12-2t*

BUY PLACERVILLE

BARGAINS at $2,000 Each.
1.—30 Acres with good pear orchard on Hiway 50, close in.
2.—New 5-room house, 1 Acre on Broadway.
3.—Duplex with 1 acre, double garage.
L. J. ANDERSON
REAL ESTATE INSURANCE

WANTED

!!! WE WANT LISTINGS !!!
!!! CLIENTS WAITING !!!
Cattle ranches. small ranches near town; partly improved, low priced lands; Placerville homes; rental properties.
DEPENDABLE, PROMPT SERVICE
MRS. KELLER, HIWAY 50

FOR SALE

FANCY WORK. 32 Chamberlain St. M17-2t-*

ALFALFA & Volunteer Hay
WANTED all kinds of fat or thin cows, calves and hogs. W. Bode, Rt. 2, Box 640, Galt, Cal. M-17tfc

MODERN HOUSE, 5 rms & bath; garage, wash-room in cemented basement. Tile sink. One acre land. Mile & half from Placerville. Phone 17-F-5, or write Rt 2, Box 15, Alfred R. Thiele. M5-4tc

FOR TRADE 5-room modern house with small or large acreage, 3½ miles from Colfax, near Weimar, Calif. Will consider late modern sedan as part payment. 629 Main Street, Placerville. M5-tfc

MONARCH ELECTRIC Range with Trash Burner. Reasonable. Terms. Mrs. A. Pillet, 224 Broadway. M3-5t*

RED & WHITE male cocker spaniel, 9 mos. old. Inquire phone 798J. 3-16-4t*

HELP WANTED

YOUR BUSINESS WITH OUR CAPITAL. Fine Route in El Dorado County just becoming available. Experience not necessary. Big profits. W. T. Rawleigh Company, Department CAC-231-YB, Oakland, Calif. M12-2t-C

MEN OR WOMEN—Turn your spare time into extra cash. We want a reliable person for a local distributorship. Earnings average $35 weekly and up. Write Miss Arnold, 4512 Hollis St., Oakland Calif. M9-5t-c.

GRANGE NEWS NOTES

Gold Trail

The regular meeting of Gold Trail Grange was held in their hall at Coloma on Wednesday, March 11th, with a good attendance.

The following candidates received the First and Second Degrees: Micky and Pete Berry. Guy Davenport Jr. was accepted in our Grange by Demit and the Applications of Bert and Gladys Smeland were read.

Our committee on fire prevention reported things going favorably toward getting fire protection equipment here in Coloma. The Mystery Box was raffled at the close of the meeting and awarded to Brother Robinson and the evening ended with refreshments.—Zelma B. Rosenberger, secretary.

SPECIAL ...for a limited time only!

Old Quaker
5 Year Old Whiskey
NOW (INCLUDES EXCISE TAX) $1.35 PINT
FOR A LIMITED TIME ONLY
Same "TOP-OF-THE-CROP" Quality!
Straight Bourbon Whiskey. 86 Proof. This Whiskey is 5 Years Old. The Old Quaker Co., Lawrenceburg, Ind.

LIBERTY LIMERICKS



A sailor named Patrick O'Shay
Said—"I've just collected my pay,
And nuts to the blondes,
I'm going to buy bonds—
They'll come in real handy some day."



Help buy a battleship to sink Hitler! Every U. S. Defense Stamp and Bond helps forge the tools for Victory. Buy every pay day!

BEHIND THE SCENES IN BUSINESS

(Continued from Page One)

the farm leaders that producers now get only about one billion of the three billion dollars consumers pay annually for fresh produce. A great deal of the difference, he said, is eaten up by distribution charges that are unnecessary. "Wider adoption of straight-line marketing methods already developed by chains and by farm marketing co-operative groups could reduce by nearly one-fourth the spread between prices and receipts for fresh fruits and vegetables alone — a saving of $450,000,000," French said.

THINGS TO WATCH FOR — More women elevator operators, girl messengers for the telepraph companies. — Higher prices for magazines—Saturday Evening Post and Liberty abandoned the old "nickel standard" and go to a dime in April. — Plastic tubes (not tin) for toothpastes. — Heavier shoes for women, to meet needs of OCD workers. — A new version of cellulose-impregnated semi-stiff shirt collars, said to have definitely "permanent" whiteness. — "Carry your parcels" campaigns by department stores — Macy's puts a special red-white-and-blue sticker on all "take-with" packages.

4-H CLUB LEADERS PLAN ANNUAL PARTY FOR WEDNESDAY NIGHT

Plans have been completed by the county 4-H Club Council for the annual club leaders' party, which will be held Wednesday evening at the home of Mrs. Roy Headington, at Missouri Flat.

Under the guidance of Mrs. Oscar Menschen, president, a program of games and other entertainment has been arranged by the committee in charge, and following the annual custom, the ususal business of the council meeting will be minimized and the evening devoted to amusement.

COLOMA CHILDREN PURCHASE DEFENSE SAVINGS BONDS AND STAMPS, TOO

Expressing an interest in knowing what some of the other schools of the county are doing, pupils of the Coloma school have written to report their participation in the purchase of Defense Savings Bonds and Stamps.

The Coloma school has an enrollment of twenty-five, they report, and their investment in Defense Bonds and Stamps "includiing two bonds" is $66.30.

That's a fine showing for Coloma school. Placerville Grammar school has made its report. Aren't there some others?

CHILD HEALTH CONFERENCE CALLED OFF, YIELDS TO MEASLES EPIDEMIC

The Child Health Conference which had been scheduled to be held Tuesday at the grammar school, has been called off owing to the prevalence of mesales in the community, it was announced Monday morning by Miss Lenore Holm, the grammar school nurse.

At the time of announcing the cancellation, Miss Holm was unable to say whether a new date may be scheduled or whether the conference will await until the regular April meeting.

ORDER IS RECEIVED FOR 300 TO 400 MILK GOAT KIDS

Roy Marks, chairman of the county Farm Bureau Sheep Department, reported Monday morning that an order has been received from a San Joaquin Valley firm, asking for "between 300 and 400 milk goat kids."

A buyer from the firm will be at Mr. Marks' ranch in the Missouri Flat district on Tuesday, March 31st, and all farmers interested in participating in the transaction should be present at that time, or should contact Mr. Marks before that time to make alternative arrangements.

MARGUERITE PARLOR PLANTS TREE TO MEMORY OF LOUISE SHEPPARD

Members of Marguerite Parlor No. 12, N. D. G. W., paid respect to the memory of Miss Louise Sheppard, a charter member and for more than fifty years, until her recent death, an officer of the parlor, in their annual Arbor Day program, held March 7th at the home of Mrs. Nora Gray.

The members of the parlor in attendance planted a camellia tree in the yard at Mrs. Gray's home, dedicating it to the memory of Miss Sheppard.

COMMERCE CHAMBER MEETS THURSDAY EVENING AT HOTEL RAFFLES

The March meeting of the El Dorado County Chamber of Commerce will be held Thursday evening at Hotel Raffles.

The meeting will open with sectional sessions devoted to real estate and insurance, retail merchants, garages and oil distributors, manufacturers and processors, hotels and resorts and agriculture. These are to start at 7:30 o'clock.

An hour later, the groups will unite in the general meeting of the membership and will, at the general session, present such recommendations as may have been developed in the group meetings.

FARM BUREAU DIRECTORS HELD MARCH MEETING THURSDAY NIGHT

Among matters of special interest discussed at the March meeting of the County Farm Bureau directorate, held on Thursday evening, were several resolutions.

The directors concurred in a resolution offered by the Sacramento County Farm Bureau, urging that the loss of man hours in defense industries be corrected, and that there be a check-up on abuses of the State Unemployment Insurance.

The directors went on record as opposing proposed increases in shipping rates for livestock, and voted to write California's Senators and Representatives, inviting their support of Senate Bill 2255, providing parity prices for farm products.

Bombing Study On Friday Night

Placerville air raid wardens are being called to meet at the courthouse at 8 o'clock Friday night for a study of fire and other types of bombs.

The demonstration meeting will be conducted by an expert with the assistance of William Cumming, Jr., who recently returned from a school of instruction in bombs and chemical warfare at Stanford University.

All air raid wardens are especially urged to attend and other persons interested will be welcome.

Mr. and Mrs. Joe Bilodeau were visitors Monday at San Francisco.

Mrs. C. A. Logan is here from Nevada City to spend a few days with her parents, Attorney and Mrs. Thomas Maul.

Wm. J. Andersen
DRY GOODS
Women's and Children's Specialties
●
Household Goods
321 Main St., Placerville
Phone 73

EMPIRE
TUESDAY AND WEDNESDAY, MARCH 17 AND 18
CLAUDETTE COLBERT — RAY MILLAND
SKYLARK
SHORT SUBJECTS —:— LATEST NEWS
OPPORTUNITY NIGHT TUESDAY
THURSDAY AND FRFIDAY, MARCH 19 AND 20
Betty Grable — Victor Mature
I Wake Up Screaming
(Formerly "Hot Spot")
COMEDY —:— NEWS



It's Spring
and Easter Styles are here
See Them Modelled at the
Homecraft Institute
SHAKESPEARE CLUBHOUSE
Friday, March 20, 7:30 P. M.
By The
"A Little More for a Little Less"
CASH MERCANTILE STORES COMPANY

JELLY CONTEST INTEREST KEEN

(Continued from Page One)

link, so is the strength of the nation measured by the strength of its homes.

"Our institute this year includes a summary of the latest nutritional information with particular regard to National Defense, up-to-the-minute findings on cooking, laundering, housecleaning and needle work.

"Each day's program is different. The first day we touch upon all-in-one-oven meals, which are an economy in many ways, not the least of which is the feature that the meal is cooked while the homemaker has time for other activities, perhaps aiding national defense.

"Healthier and happier homes are defense aids, and we take this up in our discussion of "Home Line Morale" and the preparation of "Vitamin Meals" using California products.

"Successful entertaining is something these days, too, and we must entertain successfully if we are to contribute the recreation which we require to keep us going at top speed in the war work. We'll take up this phase of the home and defense on Friday evening."

Miss Edwards explains every step as she presents her program and every one in the audience is invited to join in the discussions, to ask questions, and to participate in the programs

Thousands of housewives consult Pauline Edwards every year to get help and inspiration and to pass on to her for the benefit of California homemakers, short cuts and interesting time and money-savers they have discovered.

As a last part of each day's program Miss Edwards invites the audience to come up on the stage to examine the attractive food prepared and to ask questions about the modern equipment and furnishings which have been featured during the sessions.

Make plans now to attend the Homecraft Institute. There will be gifts and handsome souvenir programs for all.

The Forum of the Press

LESSON IN STRATEGY

In his letter to the Senate, General George C. Marshall outlined a lesson in strategy which has profound significance, both for the members of Congress and the country as a whole.

Declaring that we must proceed with the business of carrying the war to the enemy, the Chief of Staff issued a blunt warning against the danger of permitting the "greater portion of our armed forces and our valuable material to be immoblizied within the United States."

When a Japanese submarine appears off the West Coast and shells an oil field, the object of the commander is not to inflict any real military damage. Nor will the isolated raids which General Marshall says we must expect be based on sound military considerations in the usual sense of that term. The real object in each case will be to divert public opinion in this country from what should be our primary purpose—the waging of offensive war against the enemy as far as possible from our own shores. Our enemies know that the first phase of the battle of America will be won if the American people can be so frightened that they will bring enough pressure to bear to compel the retention in this country of the bulk of our fighting units. If they were to succeed in that attempt they would be able to consolidate their victories across the oceans and then move in overwhelming force against us.

Nor should this be regarded as an unsubstantial threat, for history records many instances in which sound military strategy has had to yield before an alarmed but ill-informed public opinion, and, as General Marshall points out, the present demands for "protection within the continental United States are piling up in a forbidding manner."

This is a real threat which must be dealt with in a realistic manner. As these attacks are made against us, and as they increase in intensity in the future, it will be up to the American people and their representatives in Congress to face the challenge with the same courage expected of soldiers in the front lines. Come what may, we should not concede the initial victory to the enemy by permitting him to foster any domestic alarm which would be destructive of the strategy that offers our best hope of ultimate triumph.—The Washington (D. C.) Evening Star.

Locals

Mr. and Mrs. Charles Grady, of San Francisco, were here for the weekend visiting relatives of Mrs. Grady, the former Mabel McKenzie..

Ranger M. D. Morris has moved to his summer station at Pacific Ranger Station, effective Monday of this week.

Miss Edith Young, daughter of Ranger and Mrs. George B. Young, was home for the weekend from Armstrong Junior College, at Berkeley, and had as her guest her class-mate, Miss Ruth Dunn.

Miss Colleen Clayton was home for the St. Patrick's celebration and the weekend, Colleen is attending Armstrong Junior College, at Berkeley.

Hearing in the case of Robert Dawson, charged with failure to provide for three minor children, was continued Friday until April 10 in Superior Court. Dawson was released on his own recognizance.

State Senator H. E. Dillinger spent Friday at San Francisco on legislative business.

Roy Marks was among callers in the county seat Monday morning from Missouri Flat.

Roy Marks was in town Friday from Missouri Flat.

Mrs. Frances Ahlstrom was a caller in the county seat from Pollock Pines.

L. J. Esper was a delegate in the county seat from Cool on Friday.

Supervisor Carl Niegel was in town from the Cool vicinity on Friday.

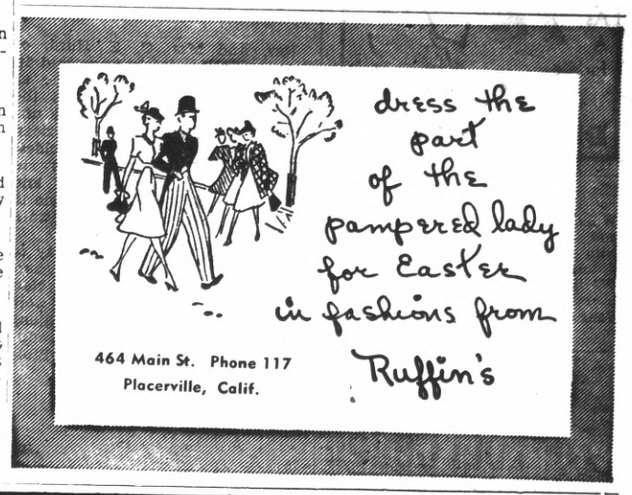
Chairman Heusner, of the Board of Supervisors, was in town Friday from Shingle Springs.

E. J. Fitzgerald was among the Diamond Springs residents in the county seat on Friday.

Richard C. Mitchell, medical student of Pacific Union College at Angwin, spent several days last week visiting relatives at the Shepard ranch.

Mr. and Mrs. Clarence Clifton were up from Vallejo for the weekend visiting relatives.

Mrs. Edith Miller returned Sunday from Sacramento, where she had spent a week visiting her son, George Miller and family.



DEFENSE BEGINS AT HOME

Be sure you don't miss

Homecraft Institute

CALIFORNIA'S BEST KNOWN HOME ECONOMICS EXPOSITION

3 *Entertaing Money-Saving Programs*

Conducted by



Pauline Edwards
Homecraft Editor
Pacific Rural Press

Different program every day

FREE ADMISSION

SPONSORED BY

PLACERVILLE REPUBLICAN
MOUNTAIN DEMOCRAT
AND
PACIFIC RURAL PRESS
CALIFORNIA'S GREATEST FARM PAPER

Featuring

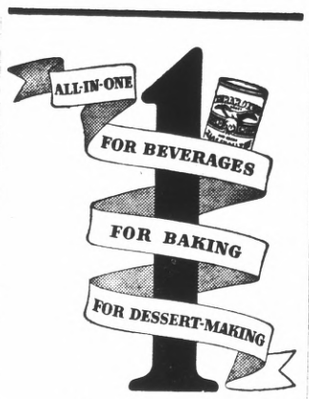
- ★ "All-in-One" Oven Meals
- ★ Home Defense Vitamins
- ★ Decorating as you like it
- ★ Hints on Entertaining and many other work-saving ideas

The Place

SHAKESPEARE CLUBHOUSE

The Time

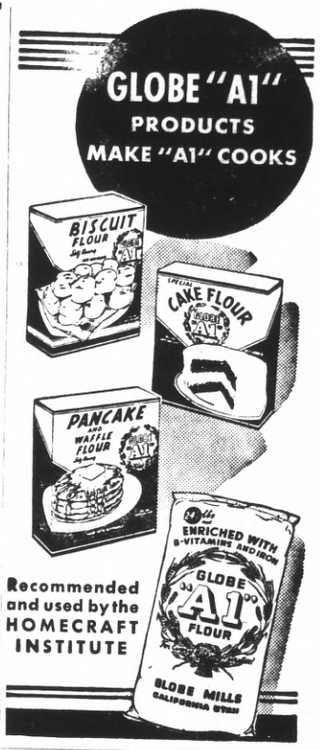
Wednesday	Thursday	Friday
MARCH 18	MARCH 19	MARCH 20
1:30 P. M.	1:30 P. M.	7:30 P. M.



Famous cooks for three generations have always kept it pantry-handy. It is everything you need in cocoa and chocolate . . . everything-in-one. No grating; no melting; no time lost.

GHIRARDELLI'S
GROUND CHOCOLATE

SAY GEAR-AR-DELLY



Recommended and used by the HOMECRAFT INSTITUTE



Always correct. Always welcome. Flowers are the ideal "Thank-You" note after a pleasant occasion.

Be sure to see our displays at the

Homecraft Institute

Say it with Flowers from PLACERVILLE FLOWER SHOP
261 MAIN ST. ~ PHONE 487W

WARTIME COOKING SCHOOL INFORMATION



Did you know that today's choicest jams, jellies and preserves are being put up with our own

CALIFORNIA-GROWN GRANULATED SUGAR

"NOTHING FINER ANYWHERE"

Look for
SPRECKELS HONEY-DEW SUGAR
AMERICAN CRYSTAL SUGAR
HOLLY BRAND SUGAR

FREE! Send for California-Grown Sugar Wartime recipe folder.
CALIFORNIA-GROWN SUGAR GROUP
1504 de Young Building · San Francisco

Take That "BAKING POWDER TASTE" out of your BAKED GOODS

FOLLOW THIS EASY METHOD:
In *any recipe* calling for any Baking Powder... *sift in with your flour*—



1 LEVEL SPOONFUL OF M. C. P. POWDERED LEMON JUICE

TO EACH LEVEL SPOONFUL OF YOUR FAVORITE BAKING POWDER



Attend the Cooking School and Learn this and Other Uses for
M.C.P. Powdered LEMON JUICE

SUNSWEET "TENDERIZED" PRUNES

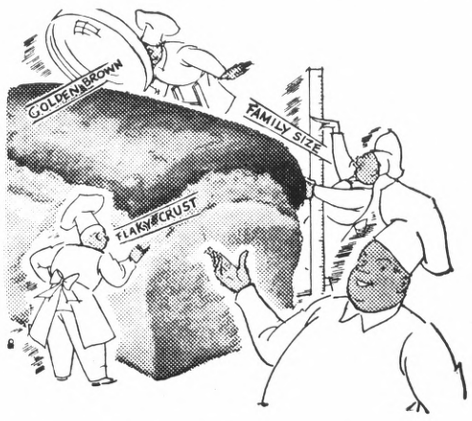
Tenderized to make them extra *tender*... extra *good*

Foil-Sealed to keep them extra *tender*... extra *good*



FREE RECIPES: Address SUNSWEET San Jose, California

EAT WELL TO STAY WELL
The American Way



SERVE "HOMETOWN" BREAD
3 Times a Day

Placerville Bakery
PHONE 484

There's no shortage of bread in America! You can have delicious, satisfying "Hometown" bread at every meal. It's your dependable source of health-giving vitamins. You'll like this perfect golden brown loaf with its flaky crust, its rich, different flavor! Buy it in the economical family size. For health and vitality, enjoy "Hometown" bread at least 3 times a day.

NEW! Ball VACU-SEAL (2 PIECE METAL CAPS) for Home-Canning



You don't need a musical ear to test the VACU-SEAL . . . this lid *snaps down* as the seal is formed. Press it with your finger; if it does not yield, you *know* your jar is sealed! Try these new and different caps with the enameled lid, zinc band and thicker, stronger sealing compound. They fit every Mason Jar.



America is going places



by Greyhound

Greyhound is the most popular travel system in the world!

Every year more than thirty million people buy Greyhound tickets. Greyhound gives more service to more places than any other travel system, operating over 50,000 miles of highways.

For comfort, safety and scenic enjoyment, travel by Greyhound. Your fare, to anywhere, is only a third the cost of driving!

DEPOT: Main and Canal Sts.
PHONE: Phone 131

GREYHOUND

KNOW THE JOY OF BAKING! Use

CLABBER GIRL
Baking Powder



Guaranteed by Good Housekeeping

Baking Days are Happy Days when Clabber Girl is used

BABBITT'S or RED SEAL New Flake LYE



Turn waste grease, lard drippings into fine, hard soap for a fraction of store soap cost. Clear, simple directions on the can.

Be Thrifty BUY New Flake Lye
AT ALL DEALERS



Flies who up to now have merely been lulled to sleep by fly spray had better get out of town, for women are buying bif! And bif not only kills flies but kills them quick and kills them *dead!*

Stainless to clothing, furnishings and draperies—bif is pleasantly scented, and works in any sprayer. It is also effective with ants, moths, mosquitoes, roaches, silverfish and other pests. If you want an insect spray that *really* kills flies, then get bif—from any grocer.

bif insect spray

AT YOUR GROCER'S

TENTH ANNIVERSARY YEAR



What About The Old Folks?

When they're not so active anymore and spells of constipation annoy them with dizziness, heartburn, headaches, or torturing gas pains, get ADLERIKA. We have many letters from thankful users who are far past middle-age. Your druggist has ADLERIKA.

FOX BROS., Druggists

Relief At Last For Your Cough

Creomulsion relieves promptly because it goes right to the seat of the trouble to help loosen and expel germ laden phlegm, and aid nature to soothe and heal raw, tender, inflamed bronchial mucous membranes. Tell your druggist to sell you a bottle of Creomulsion with the understanding you must like the way it quickly allays the cough or you are to have your money back.

CREOMULSION

for Coughs, Chest Colds, Bronchitis

REV. AND MRS. O. E. HURD SUCCEED REV. KINZIE IN KELSEY FIELD

Rev. and Mrs. C. E. Hurd, of Orange, California, have arrived in Kelsey to take up their duties as pastor and teaching duties of the Kelsey Gospel center, which is under the direction of the American Sunday School Union, the oldest Sunday School organization in America. They succeed Rev. and Mrs. Fred Kinzie, who have gone to Indiana to take up Christian work there.

The Hurds were on their way to Nigeria, Africa, to take up Missionary work and got as far as New York, when their passports were cancelled by the Government along with eight others. They are graduates of a Southern California Bible Institute.

AIR RAID WARDENS MOVE FIRST AID CLASS TO GRAMMAR SCHOOL

The weekly Red Cross first aid training class of air raid wardens in Placerville will be held Thursday evening at the Placerville Grammar School.

This is the third week of the class which, until this time, has been meeting at the courthouse. It is reported that the facilities of the grammar school are expected to prove better suited to carrying out the demonstrations of the course before so large a group. Upward of fifty are enrolled for the course.

Classes Resume Monday After Forced Vacation

Classes at Placerville Grammar school resumed Monday morning after a week's vacation owing to the large number of absences attributed to measles.

Principal J. H. Palmer reported Monday morning that the absences had been reduced by about half. He said that the school will miss its regular Spring vacation this year except that Friday, April 3, will be a holiday.

A recent law prohibits carrier pigeons to be imported into or exported from Haiti.

THE Book Mark

Time to check up on the new spring books—"What are you reading today; what you will be reading tomorrow?" May we list some two dozen non-fiction books that are in keeping with the spirit of the times:

Airways: The History of Commercial Aviation in the United States. By Henry L. Smith. The story of an industry that has grown with amazing speed and about which the layman knows little.

Cross Creek. By Marjorie Kinnan Rawlings. It is a narrative of Florida important because it is written by the author of "The Yearling."

High Border Country. By Eric Thane. This is for the moment of escape, a colorful account of cattle barons, cowboys, miners, traders and gamblers of frontier days.

Destination Chungking. By Han Suyin. A Chinese girl writes about her part in the unfinished war.

I've Come A Long Way. By Helena Kuo. Another account by a Chinese girl who has had newspaper experience on three continents.

Dust Tracks On A Road. By Zora Neale Hurston. Miss Hurston, an authority on Negro folk lore and herself a Negress and author of several books that have been in the best seller list, tells the story of her life.

Mission To Moscow. By Joseph E. Davies. An ambassador and a capitalist looks at Russia and sets down his impressions. At present writing, it heads the best seller list of non-fiction.

Billy Mitchell: American Eagle. By Isaac Don Levine. A tribute to an officer whose preaching has finally been elevated to practice.

Cordell Hull, A Biography. By Harold B. Hinton. The story of the life of a man who is still making history.

George Washington Carver: An American Biography. By Rackham Holt. Carver is the famous Negro scientist who was born in slavery but is till too busy to retire.

Mr. Churchill. By Philip Guedella. An eloquent book on one of the great men of today.

Flight from China. By Edna Lee Booker. Miss Booker is a newspaper woman with a keen, snappy style. She saw things happen in the Far East and tells about them in her inimitable way.

Introducing Australia. By C. Hartley Grattan. Most of us need an introduction to the country that is going to make the greatest news in the next month or two.

Isles of Spice. An extensive journey through the Dutch East Indies, Indo-China and North Australia. By Frank Clune. Read how these places were and will never be again.

The Japanese Enemy: His Power and His Vulnerability. By Hugh Byas. Japan's program of conquest, its strength and its flaws are discussed by a competent authority.

Our Hawaii, By Erna Fergusson. Miss Fergusson is our favorite travel writer. This isn't a mere description of leis and ukelelees—the author traces the evolution of a culture pattern and the people who share in it.

The Philippines. A study in National Development. By Joseph Ralston Hayden. The political and racial problems of the islands are the subject of this most illuminating book.

The Setting Sun of Japan. By Carl Randau and Leanne Zugsmith. A soothing title but don't let it make you complacent—the sun will not set without a little active performance on our part.

Westward The Course. The New World of Oceania. By Paul McGuire. The history of that part of the world in which the future is being made today.

Year of the Wild Boar. By Helen Mears. The writer lived in Tokio; she writes her observations of Japan and its people.

All Out on the Road to Smolensk. By Erskine Caldwell. Mr. Caldwell saw the Russian armies in action and the heroism of the Russian people.

Flight to Arras. By Antoine De Saint-Exupery. The author of "Wind, Sand and Stars" summarizes his experiences in the war in some memorable pages.

Respectfully Yours, Annie: Letters from a London Cook. Introduced by Sylvia Brockway. How the miracle of multiplying the fish is performed in English kitchens today.

The Making of Tomorrow. By Raoul de Roussy de Sales. A Frenchman analyzes the American way and traces its future

In the dozen novels that follow, we do not repeat titles that have been reviewed recently in this column:

The Moon Is Down. By John Steinbeck. If you were wrathy over the grapes forget it. This is a big book in spite of its slender size. We will have more to say about it in the future.

And Now Tomorrow. By Rachel Field. Author of "All This and Heaven Too," writes a characteristic love story.

Breakfast with the Nickolides. By Rumer Godden. Readers of "Black Narcissus" will want to see this one.

Bride of Glory. By Bradda Field. That famous beauty Lady Hamilton is the heroine of this one.

The Castle on the Hill. By Elizabeth Goudge. Miss Goudge is one of the most popular of the English writers in America. She writes about the "carry on" spirit of the English which Hitler's bombs cannot destroy.

The Children. By Nina Fedorova. Remeber that charming story, "The Family," by this same writer? We're hoping this new book will come to that one.

Gentle Annie. By MacKinlay Kanto—no this isn't about the Placerville mine of that name or the Stephen Foster song. It is about Oklahoma train robbers.

I Remember Christine. By Oscar Lewis. Mr. Lewis of "Bonanza Inn" and "The Big Four" writes a novel with a San Francisco setting. His fans are impatiently waiting for publication.

Meet Me In Saint Louis. By Sally Benson. Parts of this appeared in The New Yorker. Miss Benson writes of family life in the middle west in the first part of the century.

No Safe Harbor. By Katherine Ann Porter. A story of a group of people on ship board by America's best exponent of fine writing.

Young Ames. By Walter D. Edmonds. How a poor boy of 1830 made good in New York. In the deft, smooth Edmond's vein.

Murder with Southern Hospitality. By Leslie Ford. A peach of a mystery.

"CONSUMER EDUCATION WEEK" BEING OBSERVED MARCH 15 TO 21 IN COAST STATES; AGRICULTURE'S PART IS NOTED

The week of March 15 to 21 is being observed as Pacific Coast Consumer Education Week under the sponsorship of the Pacific Advertising Association in the states of California, Oregon and Washington.

Naturally, it is desirable that agriculture's story be made available for the information of all consumers, particuplarly in view of the effect of abundant production upon the cost of living.

Dan M. Bassi, Chairman of the County Agricultural Conservation Association has received a pamphlet "Food Prices and Food Costs," prepared by the Division of Information, United States Department of Agriculture, which graphically explains the Farmer's income compared to other activities.

For the past 20 years prices received by farmers have been about 15 per cent below prices paid by them the booklet shows. This means, that by producing food and fiber at below parity prices farmers have saved consumers more than a billion dollars per year. The income in 1941 per person on farms averaged $220.00 against $825.00 per person for non farm enterprises.

The national income in 1941 was the largest in our history, yet the farmer's income was still well below parity. Just since the beginning of 1942 have farm returns approached parity. Every farmer in America is cooperating to the fullest extent in the "Food for Freedom" Program. Abundant supplies will protect consumers against excessive prices and will protect farmers against the price collapse that would certainly follow an inflationary period. Agriculture's production goals are more than a means of preventing inflation. The health of America and the outcome of the Battle for Freedom will be greatly benefited by the maintaining of these production goals.



EVERY DROP PERFECT!

Bock at its best! That's ACME BOCK BEER...sparkling harbinger of Spring! Traditional, old-time richness...zestful full-throated flavor... *every drop perfect!* Avoid disappointment... order a case... *today!*

PLACERVILLE COCA-COLA BOTTLING WORKS
Placerville Distributor
541 Main St. Bob Hook Phone 60

ACME BREWERIES
San Francisco

FIX-UP NOW!



Paint-up all the raw edges on your furniture, screens, woodwork . . . Brighten-up for Spring!

DON GOODRICH
The Sportsman's Shop



"Gay Gibson"
JUNIOR DRESSES

THIS IS "GAY 'GLAMOUR' GIBSON" telling you "always wear a sure-bet Junior dress with Lines, and Drayma, and you'll always have beaux by the hundreds (well, 2 or 3, anyway!)". You think we're kidding? Just step out Eastern Sunday in this sweetie dress-and-jacket ensemble of Gayla Crepe (acetate and rayon) and you'll see if we're whacky or not! It's just the lavish touch your Spring wardrobe needs. Rose Petal, Gulf Stream Blue, Mermaid Aqua. Sizes 9 to 17.

SAVE YOUR TIRES . . .

Select Your Easter Ensemble At

Beverly DRESS Shop

Dependable Merchandise Only

318 Main St. Phone 317



Nelly Don

Easter Special

Pretty with pastel posies . . . this sheer Enka rayon frock . . . gracious idea for Easter morn. Much figure-flattery in its gentle bodice fullness . . . slim-fitting hipline . . . softly pleated skirt. Moss rose, aqua, lilac, sky blue. Sizes 12-44.

$6.95

Beverly Dress Shop



Use Milk Freely!
MILK Is Economical
BUT BE SURE IT'S
PINO VISTA

Double Duty on America's Highways to Victory!



HOW GREYHOUND SERVES THE WAR EFFORT:

★ CARRIES WAR WORKERS TO JOBS
★ HELPS BUSINESS TO FUNCTION
★ SAVES FUEL, RUBBER, METAL
★ TAKES SELECTEES TO CAMP
★ SPEEDS MILITARY MOVEMENTS
★ MAKES FURLOUGHS EASY TO TAKE

DEPOT: MAIN & CANAL PHONE: 131

GREYHOUND

"MY MA'S THE BEST COOK IN TOWN"



She's going to the Electric *Cooking School*

Healthy appetites and words of spontaneous praise are the heart-warming payments women love to receive for hours spent in the kitchen. It is a challenge too. At every meal, every day appetites automatically pass judgment. The mistress of culinary art must be a champion all the time.

To keep up champion performance thousands of housewives go to Electric Cooking Schools to learn quick and new ways to fix up meats, vegetables, salads and desserts. It is really like attending a series of plays where food preparation is delightfully dramatized.

Decide now you will attend the Electric Cooking School. It is much more fun when you go with a group of friends and neighbors.

DON'T MISS IT!

P·G·and E·
PACIFIC GAS AND ELECTRIC COMPANY
132-541

HOMECRAFT INSTITUTE

Shakespeare Clubhouse

March 18 and 19, 1:30 p. m.—20th, 7:30 p.m.